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AUTHOR Sage, George H.
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ABSTRACT

This book offers a critical perspective in examining how the dominant power interests influence sport and its role in society. It provides insights into how government, big business, the mass media, and educational institutions gain and maintain power and wealth while sport participants and spectators look to sport for enjoyment, creative expression, and stress reduction. It is emphasized that an alliance of the most powerful, wealthy, and influential people in a number of areas has the most opportunity for molding values, beliefs, and practices in their own interests. Following are the titles of the book's chapters: (1) "A Sociological Perspective of Sport"; (2) "Social Images and Sport"; (3) "Class, Gender, and Racial Stratification and Sport"; (4) "Sport and the State: The Political Economy of American Sport"; (5) "Commercialization of Sport"; (6) "Mass Media and Sport: Managing Images, Impressions, and Ideology"; (7) "The Professional Team Sport Industry"; (8) "Power and Ideology in Intercollegiate Sport"; (9) "Building Character through Sport"; and (10) "Resistance and Transformation in Sport." (JD)

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